

From: [Alex Dale](#)
To: clerk@eckington-pc.gov.uk
Subject: Support for Eckington Parish Council - Communications & Funding
Date: 01 October 2025 16:35:21

Dear Emma

I am writing to offer support to Eckington Parish Council with two areas which I know are both vital and often time-consuming: **communications** and **grant funding applications**.

By way of background, I have served as a Parish, Town, District, and County Councillor since 2015 and continue to do so today. In that time, I have been Leader of North East Derbyshire District Council for three years and a Cabinet Member at Derbyshire County Council for eight years. These roles have given me a deep understanding of how local government works and how communities can best be supported.

Alongside my council work, I have been heavily involved in political communications and campaigning. I have managed local and parliamentary campaigns since 2017, including serving as election agent for Lee Rowley MP and Mark Fletcher MP. I have also worked in MPs' offices, focusing on local, issue-based casework. Through this, I have gained extensive experience in writing, designing, and delivering communications across traditional print, social media, and digital channels.

Although much of my experience has come through political roles, the support I am offering is entirely **non-partisan**. I believe strongly in the fundamental importance of parish and town councils of all political colours and none. They are the **foundation of our local democracy** and the front door of local government. The work they do is often unsung but is absolutely vital to the health of our communities; whether it's protecting local services, driving community projects forward, or giving residents a voice. As local government reform unfolds, the responsibilities and visibility of parish and town councils will only increase. Communicating effectively with residents — openly, clearly, and consistently — and enabling two-way dialogue will be central to ensuring councils can thrive in that environment, and that is the support I am seeking to offer.

I can provide support with parish communications across a wide range of platforms and functions, tailored to your needs, including:

- **Audit & Planning** – reviewing existing communication networks and preparing a practical communications plan tailored to your parish.
- **Social Media** – support across Facebook, Instagram, X, WhatsApp and more: building a following, creating regular posts (static and video), running paid advertising, and encouraging constructive engagement within local community groups.
- **Design & Content Creation** – graphic design for posters, online adverts, parish newsletters, and other print/digital materials.
- **Branding & Identity** – developing a consistent parish “look and feel” across documents, newsletters, websites, and social media.
- **News & Media** – drafting traditional press releases, website news stories, and building relationships with local journalists to secure positive coverage.
- **Email Newsletters** – set-up, content drafting, and database management via online platforms.
- **Crisis Communications** – helping you prepare for and manage challenging

issues when they arise.

- **Community Engagement & Consultation** – running surveys and consultations, organising public meetings, and delivering targeted campaigns to raise awareness of specific projects (e.g. neighbourhood plan consultations, playground refurbishments, climate action initiatives).
- **Annual Reports & Chair's Statements** – drafting or designing clear, engaging reports and AGM communications.
- **Monitoring & Reporting** – providing analytics on communications performance (e.g. social media reach, newsletter open rates, survey results) so you can see what's working.
- **Training & Capacity Building** – short workshops or “how to” sessions for councillors and clerks on communications, social media, or grant writing, to build in-house skills.
- **Flexible Support** – additional communications or funding support tailored to your parish's needs.

I also appreciate that many parish councils would often like to apply for grant funding but can struggle to find the time and capacity. I can help identify opportunities, draft compelling applications, and support you in securing external funding for local projects. With a good awareness of the funding landscape and upcoming schemes, I can ensure your parish is well-positioned to be successful.

I would be offering this support on a **self-employed basis as a sole trader**, which means there is no ongoing or long-term commitment required from the council. I am happy to provide quotes either on an hourly basis or as a bespoke package covering a range of work, depending on what best suits your needs.

If this is of interest, I would be very happy to meet with you informally as a next step to discuss how I could support your council, what your requirements may be and to provide further details. Please feel free to contact me on **07515 261786** or via email at alexdale.comms@gmail.com to arrange a convenient time.

Thank you for your time and consideration.

Kind regards

Alex

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